



RESEARCH ARTICLE

HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEE RETENTION AT GWERU LIGHT INDUSTRIES

***Herbert Masukume, Wilson Mabhandu and Sharon Masinire**

Lecturers at the Midlands State University Department of Management Sciences, Zimbabwe

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ABSTRACT

Awareness of the prevalence Effective Human Resource Management practices such as training and development, reward management, employee recognition as well and health and safety are regarded as key components for any organisation/s employee retention success. The purpose of this research was to uncover how employees place significance in these said Human Resources practices on their retention. Data was collected using interviews which were done to the sample of 100 individuals. Through critical analysis of the data, the researcher brought to light that training and development, reward management, employee recognition, and health and safety are all significant for employee retention. Based on the results it was discovered that training and development, health and safety, and employee recognition were very crucial to employee retention, while reward management was significant but only when it was fair and understandable to everyone. This could be attributed to the phase in which the research was conducted where everyone considered the salaries to be not significant to warrant one's retention. The study recommended several interventions that organizations may use to strengthen their retention strategies, these among others included ensuring that an organization's reward system takes into consideration employees' qualifications, skills, expertise, and industry standards so that employees feel that they are being properly rewarded.

INTRODUCTION

Human resources have proven to be the backbone of any business's success. According to the AICEBM 2015 report, organizations are having difficulty retaining employees due to increased competition for skilled labor. According to Akila (2012), employee retention refers to the activities that organizations implement in order to retain their key personnel. This means that if a company wants to stay ahead of the competition, it must implement measures or incentives that encourage employees to stay with the company rather than leave for other companies. These viewpoints are supported by Hong et al (2012), who argue that employee retention benefits any organization and allows it to gain a competitive advantage. Organizations with strong retention strategies have motivated employees who believe their employers care about them, which leads to increased sales, customer satisfaction, smooth management succession, and improved organizational learning. A company that fails to retain employees incurs high HR costs as a result of the high rate of employee replacements. Human resource practices that are effective create a supportive work environment, which leads to increased productivity.

Ssemugenyi and Augustine (2014). According to Singh (2010), organizations have recognized the significance of human resource practices activities and their relationship to employee retention. He went on to argue that it is these Human Resources practices that can influence an employee's decision to stay or leave an organization. (Kakar, Raziq, & Khan (2015) and Olaimat & Awwad (2017) agree that human resources' daily practices influence employee decisions. They argue that if employees believe that management practices are not fair and equitable to all, they will most likely leave the organization. Employees are more likely to stay with an organization if these practices are perceived as fair. The Human Resources department is now responsible for implementing such HR practices to ensure effective employee retention. Human resource practices that an organization supports and recognizes contribute directly to the overall organizational strategy. As a result, how an organization manages its human resources has a direct impact on employee retention. According to research conducted by -Appiah et al (2013) in the Ghanaian mining industry, employees place a high value on health and safety. Employers who were able to provide adequate personal protective equipment, as well as other safety features, had a higher percentage of employee retention than those who did not prioritize such measures. Based on the literature review, a greater percentage of research on human resource practices and employee retention was conducted in developed countries

***Corresponding author: Herbert Masukume**

Lecturers at the Midlands State University Department of Management Sciences, Zimbabwe.